



POILEASAIDH NA GÀIDHLIG GAELIC POLICY

Formal Review and Revision - September 2019

RO-RÀDH INTRODUCTION

Background

The Gaelic Language (Scotland) Act 2005 (“the 2005 Act”) was passed by the Scottish Parliament on 21 April 2005 and commenced on 13 February 2006 with the aim of securing the status of Gaelic in Scotland. The 2005 Act has three main and inter-related elements:-

It establishes a statutory Gaelic body, Bòrd na Gàidhlig (“the Bòrd”) to encourage the use and understanding of Gaelic and to facilitate access to Gaelic and Gaelic culture, **with the ultimate aim of working towards increasing the number of Gaelic speakers and extending the everyday use of the language.**

It requires the development by the Bòrd of a National Plan for Gaelic (“the National Plan”) to promote the use and understanding of Gaelic, Gaelic education and Gaelic culture.

It gives the Bòrd authority to issue a statutory notice to any relevant public authority (namely, a Scottish public authority, cross-border authority or the Scottish Parliamentary Corporate Body), requiring that authority to develop a Gaelic language plan.

An Lanntair is not such a public body, but has chosen to develop a formal Gaelic Language Policy and Action Plan, and has received strong support from Bòrd na Gàidhlig in making this decision, and in the development and subsequent implementation of the policy. An Lanntair’s Policy was formally reviewed over a period of months during 2019 and a newly revised Gaelic Policy and Action Plan was produced and published in September 2019.

The National Gaelic Language Plan 2018-2023

The 2018-2023 National Language Plan developed by Bòrd na Gàidhlig raises the following aims that An Lanntair will attempt to satisfy through the delivery of this policy:

- Increasing the use of Gaelic
- Increasing the learning of Gaelic
- Promoting a positive image of Gaelic

The priorities that fall under each of these headings that An Lanntair aim to satisfy are:

Increasing the use of Gaelic

- Initiatives which promote the use of Gaelic in homes and communities
- Initiatives which promote the use of Gaelic by young people
- Gaelic in the arts, publishing and creative industries
- Gaelic Language Plans
- Gaelic in the workplace
- Gaelic use in heritage, tourism, food and drink, environment and leisure industries
- Initiatives which strengthen language richness, relevance and consistency
- Initiatives promoting links with Gaelic abroad and with minority languages



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Increasing the learning of Gaelic

- Gaelic in the family
- Gaelic medium workforce recruitment, retention, training and supply
- Resources and support for learning
- Gaelic in Early Learning and Childcare (ELC)
- Gaelic medium education (GME) in primary and secondary schools
- Gaelic learner education (GLE) in primary and secondary schools
- Gaelic in Higher and Further Education
- Adult Gaelic learning

Promoting a positive image of Gaelic

- Gaelic Language Plans implemented by public authorities (local authorities and public bodies)
- Promoting a positive image of Gaelic and raising awareness through: Gaelic media and other media, Gaelic education at all levels, and Gaelic arts
- Promoting the social, economic and cultural value of Gaelic
- Positive messages about Gaelic, bilingualism, and about diversity and inclusion

As well as being accountable for the delivery of this policy, An Lanntair will work with Bòrd na Gàidhlig to help them satisfy their own commitments in the National Language Plan 2018-2023 in relation to developing Gaelic on the Isle of Lewis and Harris, in island communities generally, in communities with a higher percentage of Gaelic speakers, in the tourism sector and in the arts.

The following document therefore illustrates this organisation's commitment to Gaelic, showing the steps that An Lanntair will take to enable and encourage the use of Gaelic, and to raise its profile, in relation to its daily functions and in the delivery of its services.

An Action Plan identifying specific actions, timescales and responsibilities has been worked up and is included as an appendix to this Policy. This Action Plan will be reviewed on a quarterly basis.

“Tha sinn airson gum mothaich luchd-tadhail anns a’ bhad gu bheil a’ Ghàidhlig brosnichte, agus gum faigh iad taic an cànan a’ chleachdadh aig An Lanntair.”

“We want people to walk into An Lanntair and know that they are in an environment where they are encouraged and supported to use the Gaelic language.”



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AITHRIS-RÙIN / AR AMASAN **OUR MISSION STATEMENT AND OBJECTIVES**

Gaelic language, art and culture are integral to An Lanntair's vision, mission and objectives as an organisation. These are set out below.

VISION:

“Còmhla, bidh sinn mar lòchran dha ealain is cruthachalachd sna h-Eileanan.”

“Together we will carry a torch for creativity and the arts in the Outer Hebrides.”

MISSION:

“Daoine a cheangal 's a bhrosnachadh gu bhith a' cruthachadh phrògraman ealain iongantach a tha stèidhte air an àite shònraichte seo agus a tha a' meòrachadh air ealain is beachdan-smuaine bhon là an-duigh.”

“To connect and inspire people in producing extraordinary, creative programmes, uniquely rooted in the place and reflecting the arts and ideas of our time.”

OBJECTIVES:

Amas 1 - Prògram – A' cruthachadh is a' taisbeanadh prògram de shàr-mhathas.

Objective 1 - Programme – Producing and presenting a programme of excellence:

- To produce exciting, and ambitious artistic programmes cohesively connected across artforms, which engage, illuminate and inspire.
- To be an artistic bridge to and from diverse communities and cultures.
- To celebrate and illuminate our Hebridean uniqueness.
- To celebrate, promote and facilitate the growth of contemporary and traditional Gaelic arts, language, culture and creative industries.
- To embrace and deploy digital media and new technologies across our work, programme and wider practice.
- To offer a programme that showcases Gaelic and traditional art and music throughout the year, particularly during the Summer months.

Amas 2 – Daoine – A' toirt luchd-amhairc is luchd-compàirt an sàs.

Objective 2 – People – Successfully engaging diverse audiences and participants.

- To foster talent, nurture potential, and showcase artistic excellence and creative entrepreneurship.
- To listen to our audiences, engage them in dialogue and grow their loyalty and attendance.
- To create diverse opportunities for people to experience the richness of the arts.
- To create opportunities for the Gaelic-speaking community to use their language within the community and in their work.



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Amas 3 – Àite – A’ cruthachadh ionad coimhearsnachd cruthachail dha na h-uile.

Objective 3 – Place – Creating an inclusive community hub for creativity.

- To be a hub for creativity that feeds, actively supports and facilitates high quality outreach and community programmes that grow capacity across the Outer Hebrides.
- To offer a warm, inclusive and welcoming environment that is valued by staff, artists, performers and visitors.
- To be enterprising and innovative in how we capitalise on all of our spaces and assets to support our sustainability.
- To ensure all staff and visitors feel welcome to use Gaelic and to provide advice and guidance to those who want help to learn or find out more information about the language.
- To provide an opportunity for visitors to the island to immerse themselves in the Gaelic language and culture.
- To normalise the use of Gaelic within An Lanntair to make it a truly bilingual place. A strong sense of place will be apparent to the customer through audible and visual Gaelic language: spoken, signage, music and programming. An Lanntair will have a Gaelic presence at all progressive events to promote a sense of pride of place, language and culture.
- To highlight the value of Gaelic as a community and artistic language, and as a financial asset to the area.
- To ensure all staff understand the Gaelic Policy, and to offer language and cultural awareness classes and interaction from the board/senior management to ensure Gaelic is integral to our strategy and work.

Amas 4 – Com-pàirteachasan agus Seasmhachd – Ag obair ann an co-bhuinn air feadh na roinne ach an tig fàs air a’ ghnòthachas againn fhìn agus gun tig fàs ùr air na gnìomhachasan cruthachail agus ealain Ghàidhlig.

Objective 4 - Partnerships and Sustainability – Working in close partnership across the sector to grow our business and create new growth across the creative industries and the Gaelic arts.

- To seek mutually beneficial partnerships that create added value for the artistic, economic and social well-being of Outer Hebrides and the Gaelic language and culture of the region.
- To provide leadership and support for the wider arts community in the Outer Hebrides, with a strong focus on the Gaelic arts.
- To continuously strengthen and support the business model and diversify income streams.
- To develop partnerships with local Gaelic companies and organisations such as Acair, MacTV, E-sgoil, to ensure Gaelic products such as books and phrasebooks are stocked in the shop; Gaelic trailers, shows and films are shown in the cinema; and Gaelic classes are available to staff and the public.
- To strengthen partnerships with local schools and UHI and to keep them informed of the opportunities we will provide with the aim of:
 - Ensuring a steady stream of young Gaelic artists are coming through the education system.
 - Encouraging GME students to access and engage with the arts.
 - Getting GME students involved in An Lanntair’s youth board.
 - Building the artists support network and ensuring Gaelic artists know we offer this service.



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AITHRIS NA POILEASAIDH POLICY STATEMENT

- 1 An Lanntair will actively and demonstrably support the Gaelic language and culture throughout all its activities, acknowledging that it is a key part of their corporate identity.
- 2 An Lanntair will act as an ambassador on a national and international level in the promotion of the Gaelic arts and will promote their value as a cultural asset.
- 3 An Lanntair will encourage Gaelic speaking membership on its staff, Board, committees or groups.
- 4 An Lanntair will seek to work closely with the local authority, Bòrd Na Gàidhlig, Creative Scotland and other stakeholders in the implementation of the National Gaelic Language Plan overall.
- 5 An Lanntair will play an active role in the promotion of Gaelic through education and will engage with relevant partners to provide learning support.
- 6 An Lanntair will seek partnerships in other Gaelic speaking communities, Ireland and Cape Breton for example.
- 7 An Lanntair will employ a 'Gaelic Essential' Gaelic Officer to:
 - Ensure the Gaelic policy is being implemented and advanced every year.
 - Listen to feedback from staff and customers on how to further develop the Gaelic Policy and other Gaelic activities and operations.
 - Help Bòrd na Gàidhlig achieve the commitments they set out in the National Language Plan 2018-2023 in relation to developing Gaelic: in Lewis; island communities generally; in communities with a higher percentage of Gaelic speakers; in the tourism sector and in the arts.
 - Be accountable for commitments made by An Lanntair to Bòrd na Gàidhlig.
 - Check CVs and job descriptions to ensure Gaelic is being prioritised.
 - Seek funding for Gaelic events, operations, projects and posts at An Lanntair.
 - Assist the marketing department in generating Gaelic content for the website and social media on a regular basis.
- 8 Any staff member looking for help or advice with learning Gaelic, sending Gaelic correspondances or other such issues, will always be provided with assistance.
- 9 An Lanntair will inform all staff of all local Gaelic events and learning opportunities.
- 10 An Lanntair will support all staff members to learn Gaelic, either by organising Gaelic classes or facilitating Gaelic classes by other Gaelic education groups in An Lanntair and by being accommodating to any staff member wishing to attend classes and drawing the rota accordingly. An Lanntair will run some level of Gaelic classes throughout the year.



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- 11 An Lanntair will actively support Bòrd na Gàidhlig's priority of Gaelic medium workforce recruitment, retention, training and supply, as well as the other priorities highlighted in the National Language Plan 2018-2023.

A' LÌBHRIGEADH AM POILEASaidh/ A' TOIRT AM POILEASaidh GU BUIL IMPLEMENTATION OF THIS POLICY

The ways in which this Policy will be implement are set out below under the following headings:

- Identity
- Communications
- Publications
- Staffing
- Artistic programme

1. Identity

This concerns the increased visibility of Gaelic, which raises the profile of the language.

We will:

- Ensure that An Lanntair has a strong Gaelic corporate identity.
- Display bi-lingual internal and external signage
- Ensure that the Gaelic is prominently displayed, appearing first and before English.
- Play Gaelic and traditional Scottish music regularly in the café bar.
- Display An Lanntair's vision and mission in Gaelic first and English second, demonstrating An Lanntair's commitment to Gaelic.

The policy will be available to any member of the staff or public that wish to see it and there will be a copy uploaded onto An Lanntair's website.

2. Communications

This concerns all the means by which members of the public can access An Lanntair's services through the medium of Gaelic, thus encouraging the use of the language, including:

- Telephone
- Reception
- Mail and email
- Translation
- Identification of Gaelic speakers
- Social Media

We will:

- Encourage staff to speak Gaelic at all times.
- Answer the telephone in Gaelic first and then English.
- Record a bilingual greeting on our answer machine.



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- Give guidance and training to our non-Gaelic speaking staff on how to deal with members of the public who would prefer to speak Gaelic on the telephone, at the reception desk or in the cafe bar.
- Support all staff to learn and use simple Gaelic phrases.
- Provide all staff with access to a Gaelic phrasebook.

- Ensure our headed paper, compliment slips and business cards are all bilingual.
- Write and post advertising and social media in Gaelic on a regular basis.
- Ensure all correspondence (letters, e-mail etc) will be answered in the language it was sent. Items of Gaelic correspondence addressed to non-Gaelic speaking members of staff, will be translated and replied to in Gaelic. All outgoing mail to known Gaelic organisations will be sent in Gaelic.
- Ensure all Gaelic-speaking staff and those happy and confident to speak Gaelic are identifiable through providing them with badges or t-shirts to wear daily.
- Ensure that all services provided by An Lanntair will be offered to the same standard in both languages, and each individual will receive that service in his/her chosen language. All organisations interested in hiring the building will be notified of this service and An Lanntair will work with a roster of translators and train staff accordingly to always be able to provide this service.

An Lanntair staff expected to speak in public using Gaelic will be provided with support to do so.

3. Publications

This concerns the production of various written materials in Gaelic and its dealings with media outlets through the medium of Gaelic. This raises the profile of the language, and encourages its use, including:

- Forms and published material
- Website and blogs
- Public relations and the media

We will:

- Ensure that all generic publicity, posters, exhibition captions, catalogues etc are produced bilingually.
- Ensure that our website and social media is regularly updated with new, meaningful Gaelic content.

4. Staffing

This concerns the development of Gaelic language skills amongst the staff of An Lanntair, in order that services can be better delivered through the medium of Gaelic, including:

- Recruitment
- Advertising
- Training

We will:

- Ensure that job descriptions of all posts will state Gaelic desirable or essential as appropriate. If a post states that Gaelic is desirable, then a willingness to learn will be essential.
- Publish job descriptions bilingually.
- Accept CVs in Gaelic.



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- Ensure that Gaelic language is an essential component of key and customer facing posts.
- Create Gaelic essential posts and opportunities for Gaelic school leavers and graduates, such as traineeships.

- Facilitate opportunities for staff members to learn Gaelic. Gaelic language courses will be an integral part of staff training.
- Encourage and support staff to improve their ability to speak Gaelic.
- Find or organise Gaelic immersion residencies for senior staff to ensure genuine Gaelic leadership.
- Ensure that there are Gaelic speaking staff represented in every public facing department, and that the public are given the opportunity to use Gaelic where possible.

Staff will be encouraged to speak Gaelic at all times and if joining a Gaelic conversation, the fluent speakers will have a duty to encourage, accommodate and help learners to use Gaelic, and similarly the learner will have a responsibility to attempt to use Gaelic.

There will be a Gaelic leader appointed from each department to feed back to the Gaelic Officer on where further development can be made. An Lanntair will work toward having Gaelic speaking ability in every department.

5. Artistic Programme

This concerns the development of our core business, and in line with our aims and objectives will ensure that Gaelic Arts are at the heart of our programming activity, including:

- Visual Arts
- Literature
- Performing Arts
- Cinema
- Education and outreach
- Opportunities

Partnerships will be created, maintained and encouraged with Creative Scotland, Bòrd na Gàidhlig, MG Alba, Theatre Gu Leòr, Outer Hebrides Tourism, Visit Scotland and others who support the Gaelic Arts.

An Lanntair will:

- Represent and support Gaelic through all our programmes.
- Create opportunities for new, young and emerging Gaelic artists within its artist support programme and the wider programme, working with local schools, UHI and other partners.
- Ensure Gaelic speaking staff work for specific Gaelic-focussed events, such as the National Mòd.
- Ensure Gaelic speaking lead officers work on Gaelic-specific projects.
- Support and develop Gaelic Medium Arts Activity throughout our work.
- Continue to support and provide a platform for major cultural events such as the National Mòd and Hebridean Celtic Festival.
- Deliver Gaelic events and workshops.
- Encourage Gaelic social, environmental, academic or artistic groups to hold their events at An Lanntair, and work with local schools and groups to ensure they are aware of this.



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- Celebrate all things Gaelic.
- Create an annual Gaelic festival.
- Celebrate traditional Gaelic festivals.

- Develop Gaelic residencies, Gaelic work experience, graduate opportunities and other such opportunities throughout each year.
- Work with our Education and Outreach Team to create opportunities for young people to encourage them to Gaelic Medium Education, such as song writing, poetry and traditional music workshops.
- Provide opportunities for older people to use their Gaelic language through our work, through projects such as Cialas, for example.
- Offer the lowest tier hire fee to any group wishing to host their event in Gaelic at An Lanntair.
- Encourage local schools to host Gaelic/traditional cèilidhs at An Lanntair in place of the usual socials and dinner dances.
- Ensure that Gaelic and traditional Gaelic arts will make up a significant proportion of the Summer programme for the tourist season.
- Ensure that events are introduced in Gaelic unless it is specifically an event about another language.

6. Other

Our commercial offer will reflect our language and culture. In particular our shop will respond to our programme, “rooted in who we are and reflecting the ideas of our time.” We will represent the best of what is available in Gaelic music, literature and the visual arts from the Outer Hebrides.

The supervision of the policy will be led by the Gaelic Officer and Head of Performing Arts and Cultural Projects in collaboration with the CEO and on behalf of the Board of Directors. The policy will not be weakened or amended without approval of the Board. Any change to the policy will be noted in the specific actions section of the policy and will be trialled before being implemented.

All members of staff will be responsible on an individual level for the implementation of the policy. Line Managers will be responsible for ensuring staff members are aware of its contents.